

**SOLUBLE, ASSOCIATIVE CARBOXYMETHYLCELLULOSE, METHOD OF
MAKING, AND USES THEREOF**

ABSTRACT OF THE INVENTION

A water-soluble, associative carboxymethylcellulose (CMC) exhibits unique and highly desirable rheology and performance properties in a wide variety end-use systems. This unique CMC is prepared in a novel staging process. The end-use systems include personal care, household care, paint, building material and construction, pharmaceutical, medical care, oilfield, mineral processing, paper making and paper coating, and food.